Valentine's FUN FACTS

TOP PLANNED SPENDING & GIVING

ITEM	SPENDING	GIVING
JEWELRY	$6.5 BILLION	22%
EVENING OUT	$5.4 BILLION	35%
FLOWERS	$2.9 BILLION	40%
CANDY	$2.5 BILLION	56%
GREETING CARDS	$1.4 BILLION	40%

U.S. VALENTINE'S DAY SPENDING

56%
Consumers in the U.S. plan to celebrate Valentine's Day.

VALENTINE
Four states, including Arizona, Nebraska, Texas and Virginia, have cities named Valentine.

62%
Valentine's Day cards are exchanged.

56%
Of people planned on purchasing candy.

$188.81
Average per person spending, up from $185.81 in 2024.

$27.5 BILLION
Record-high spending predicted in the U.S. for 2025.

Sources:
https://nrf.com/media-center/press-releases/nrf-survey-valentine-s-day-spending-reaches-record-27-5-billion
Wisertrade - Exports and Imports: http://www.wisertrade.org/home/portal/index.jsp
https://corporate.hallmark.com/holidays-occasions/valentines-day/

MISSOURI FACTS

46
The estimated number of Sugar and Confectionery Manufacturers in Missouri in the 1st quarter of 2024.

#1
Teachers receive the most Valentine's Day cards each year, followed by children, mothers, and wives.

$1.91 MILLION
in fresh cut flowers imported in 2024. Canada and Ecuador were top countries from where Missouri imported flowers.

$11 MILLION
Worth of chocolate exported to other countries from Missouri.

Hallmark Cards is the No. 1 greeting card manufacturer in the United States and is headquartered in Kansas City, Missouri.